

Section Two: Marketing Plan

Market Definition:

The core market for the *Journal of British Studies* is made up of scholars and researchers who study British history and civilization, as well as the institutions with which they are affiliated.

Marketing Objectives:

Short Term:

- Maintain and grow subscriber base
- Continue to assess *Journal of British Studies*' coverage of U.S. institutions
- Increase journal profile and online edition usage

Long term:

- Maintain and grow subscriber base
- Increase electronic usage
- Leverage e-product possibilities; grow and diversify e-commerce (following revisions of Web site and the incorporation of new e-commerce software)

Marketing Activities: Short Term

Marketing to Institutions

We plan to undertake the following marketing efforts to maintain and/or increase the institutional subscriber base, as well as to promote online usage:

- Outreach to those institutions which subscribed to *Albion* but not the *Journal of British Studies*
- Continuing to identify and pursue any untapped market potential, both U.S. and non-U.S.
- Continuing to work with subscription agencies and marketing organizations to
 - Refine our reach into the non-U.S. market
 - Promote institutional site license activation (both U.S. and non-U.S.)
- Continuing to place space ads in the journal aimed at increasing electronic usage

Members/Individual non-Members

We will continue to promote the *Journal of British Studies* and membership in the NACBS. Any promotion efforts should serve two purposes:

- Acquiring new and renewing established memberships/subscriptions
- Increasing online edition usage and journal profile (the importance of which is detailed below)

To these ends we plan to do the following to market the *Journal of British Studies* in the coming year:

- Conduct the following direct mail campaigns possibly with UCP Books cross-promotion/special offer:
 - To non-renewing society members
 - To potential new members/subscribers while also promoting the online edition of the journal
- Advertising efforts to continue to include:
 - Exchange of advertising with related journals
 - Placement of space ads in key UCP journals
 - Placement of space ad in *Journal of British Studies* promoting the 20 percent discount on subscription to *20th Century British History* since this is a benefit of membership in the NACBS

- Promotion of free e-TOC alerts with space ads in the journal
- Place paid ads in competing journals highlighting the benefits of NACBS membership and the *Journal of British Studies*
- Continued exhibits effort
- Ongoing renewal effort, with careful monitoring of renewals throughout cycle. Associated letters will be updated as necessary

Marketing Activities: Long Term

While it is important to continue with traditional marketing efforts (outlined above) in order to maintain and grow (where possible) the subscriber base of the *Journal of British Studies*, the key issues for the future all hinge on the electronic editions of the journal.

Usage

Increasing electronic usage of the journal is ever more important in order both to maintain (and increase) its standing among other journals in the field and to retain the customer base. To that end:

- As stated above, we are already working to increase usage by encouraging institutions to activate their site licenses, as this is a key factor that will promote online usage. We have encouraged our agency partners to gather and communicate the information necessary for us to contact institutions about site license activation; and as we obtain more end-user information about non-U.S. reshipped orders, we will be able to contact those institutions as well. Our goal is to have every institution activate its site license.
- Ongoing improvements to the electronic edition, both those that serve to inform potential readership (e.g., e-TOC, and links to relevant Web sites) and those that make the electronic edition more appealing (e.g., advanced search features, linking, article enhancements, and Web site design) will serve to increase electronic usage. We are continuously monitoring the competition and working to be a leader in this regard.

Appendix I: Exhibits

Meeting	FY 2004		
International Medieval Congress	7/14/2003	Leeds, UK	Press
Society for Historians of the Early American Republic	7/17/2003	Columbus, OH	Scholars
North American Society or the Study of Romanticism/British Association for Romantic Studies	8/1/2003	New York, NY	Scholars
American Society for 18th Century Studies/International Congress on the Enlightenment	8/3/2003	Los Angeles, CA	Scholars
International Society of Anglo-Saxonists	8/4/2003	Scottsdale, AZ	Scholars
American Studies Association	10/16/2003	Hartford, CT	Press
Group for Early Modern Cultural Studies	10/23/2003	Newport Beach, CA	Scholars
North American Conference on British Studies/Northwest Conference on British Studies	10/24/2003	Portland, OR	Scholars
Sixteenth Century Studies Conference	10/30/2003	Pittsburgh, PA	Scholars
Northeast American Society for 18th Century Studies	11/6/2003	Chicago, IL	Scholars
Modern Language Association	12/27/2003	San Diego, CA	Press
American Historical Association	1/8/2004	Washington, DC	Press
Organization of American Historians	3/25/2004	Boston, MA	Press
Medieval Academy of America	4/1/2004	Seattle, WA	Scholars
Renaissance Society of America	4/1/2004	New York, NY	Press
Shakespeare Association of America	4/8/2004	New Orleans, LA	Scholars
International Congress on Medieval Studies	5/6/2004	Kalamazoo, MI	Press
Meeting	FY 2005		
Cross-Town Traffic: Anglo-American Cultural Exchange	7/4/2004	University of Warwick	Royal Historical Society
International Medieval Congress	7/12/2004	Leeds, UK	Press
North American Society or the Study of Romanticism/British Association for Romantic Studies	9/9/2004	Boulder, CO	Scholars
International Conference on Romanticism	10/14/2004	Laredo, TX	Scholars
Sixteenth Century Studies Conference	10/28/2004	Toronto, Ontario	Scholars
North American Conference on British Studies/Northwest Conference on British Studies	10/29/2004	Philadelphia, PA	Scholars
Northeast American Society for 18th Century Studies	11/4/2004	Burlington, VT	Scholars
Group for Early Modern Cultural Studies	11/18/2004	Orlando, FL	Scholars
Modern Language Association	12/27/2004	Philadelphia, PA	Press
American Historical Association	1/6/2005	Seattle, WA	Press
Organization of American Historians	3/31/2005	San Francisco, CA	Press
Renaissance Society of America	4/7/2005	Cambridge, UK	Press